

Salt Management Strategy (SaMS)

Fourth Education and Outreach Workgroup Meeting

Agenda

February 25, 2020, 1:00 PM – 4:00 PM

Northern Virginia Regional Commission

3040 Williams Dr., Suite 200, Fairfax, VA

Conference Call No.: (646) 749-3122; Access Code: 800-708-933

- I. Welcome and Introductions (1:00 PM – 1:10 PM)
 - a. Opening Remarks / Introductions
 - b. Meeting Objectives

- II. Re-Cap from 3rd Meeting (1:10 PM – 1:20 PM)

The intent of the re-cap is to provide a brief summary of discussions held during our last meeting. Please limit any questions during this time to those that seek clarification. Opportunity for questions and further discussion on those topics will be provided later in the agenda. See the [3rd Meeting Re-cap document](#) that will guide this discussion.

- a. Pilot Outreach Campaign
 - i. Message Testing: SaMS Logo, Messages & Tagline, Implementation
 - ii. Listening Session
- b. SaMS Baseline Awareness Survey
- c. Mascots / Outreach Ads / Coloring Sheet
- d. Principles for Development of Future Materials
- e. Non-Traditional BMP Workgroup Materials

- III. Summary of Recent Outreach and Survey Efforts (1:20 PM – 2:00 PM)
 - a. SaMS Baseline Awareness Survey Results (20 min.)
 - b. Pilot Outreach Campaign (20 min.)
 - i. Message Testing
 - ii. Listening Session

- IV. Discussion: Workgroup's Products / Recommendations (2:00 PM – 3:55 PM)

Following each topic below, we will identify (through polling) the workgroup's level of support of these products and/or recommendations and which should be included in the SaMS document. See the [Discussion Guide document](#) that will guide this discussion. See the [Overview of Products/Recommendations document](#) for a streamlined summary of the recommendations developed from this workgroup for the SaMS document.

- a. SaMS Baseline Awareness Survey Results (10 min.)
- b. Pilot Outreach Campaign: Results and Framework (10 min.)
- c. Guide for Developing Education and Outreach Materials (15 min.)

Break (2:35 PM – 2:45 PM)

- d. SaMS Messages (10 min.)
- e. Mascots / Outreach Ads / Coloring Sheet (10 min.)
- f. Best Practices for Residents: Infographic (15 min.)
- g. SaMS Logo Use Policy (15 min.)
- h. Funding Opportunities (10 min.)
- i. Recommendations for Future Action and/or Consideration (10 min.)

- V. Wrap-up and Next Steps (3:55 PM – 4:00 PM)
 - a. Identify / address any “loose ends”
 - b. Process forward
 - i. Draft document
 - ii. Steering Committee & SAC review
 - iii. Public meeting and comment period